

Message Text

UNCLASSIFIED

PAGE 01 TAIPEI 07065 260523Z

12

ACTION EB-05

INFO OCT-01 EA-07 ISO-00 DRC-01 RSC-01 /015 W

----- 077518

R 260349Z NOV 73

FM AMEMBASSY TAIPEI

TO USDOC WASHDC

INFO SECSTATE WASHDC 302

AMCONSUL HONG KONG

UNCLAS TAIPEI 7065

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: FAR EASTERN DEPT. STORE'S IN-STORE PROMOTION

1. ON NOVEMBER 17, FAR EASTERN OPENED ITS TAICHUNG BRANCH AMERICAN PRODUCTS EXHIBITION. THE CEREMONY WAS IDENTICAL TO TAIPEI'S BUT PRESIDED OVER BY GOVERNOR HSIEH OF TAIWAN PROVINCE AND OTHER PROMINENT PROVINCIAL GOVERNMENT OFFICIALS. ECONCOUNS JOSEPH KYLE REPRESENTED THE EMBASSY.

2. THE ENTIRE 7TH FLOOR OF TAICHUNG'S BRANCH WAS DECORATED SIMILARLY TO TAIPEI'S 5TH FLOOR (EVERYTHING WAS MOVED TO TAICHUNG AFTER THE CLOSE OF THE TAIPEI EXHIBITION NOVEMBER 11TH EXCEPT FOR SOME OF THE PRODUCTS WHICH WILL CONTINUE ON SALE IN TAIPEI). THE EXTRA TIME RESULTED IN A BETTER ORGANIZED AND DISPLAYED LAYOUT THAN IN TAIPEI. THERE WAS GOOD COVERAGE IN THE LOCAL PRESS AND SEVERAL ARTICLES WITH PHOTOGRAPHS IN THE NATIONAL PRESS.

3. RESULTS OF TAICHUNG'S FIRST WEEK ARE SCANTY BUT THE FIRST FOUR DAYS AVERAGE DAILY SALES ARE AROUND US\$4,000, WHICH IS LESS THAN TAIPEI. THERE IS NO ESTIMATE AVAILABLE YET ON NUMBER OF VISITORS.

4. FINAL RESULTS OF THE TWO WEEK TAIPEI EXHIBITION ARE 634,000 ATTENDEES (MORE THAN ONE-HALF OF TAIPEI CITY'S UNCLASSIFIED

UNCLASSIFIED

PAGE 02 TAIPEI 07065 260523Z

POPULATION) AND NT\$3,580,000 OR US\$90,000 WORTH OF PRO-

DUCTS SOLD. FAR EASTERN AND EMBASSY ARE VERY PLEASED
WITH RESULTS SO FAR.
MCCONAUGHY

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 26 NOV 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973TAIPEI07065
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: TAIPEI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19731112/aaaaaitc.tel
Line Count: 64
Locator: TEXT ON-LINE
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: collinp0
Review Comment: n/a
Review Content Flags:
Review Date: 07 SEP 2001
Review Event:
Review Exemptions: n/a
Review History: RELEASED <07-Sep-2001 by chappeld>; APPROVED <06-Feb-2002 by collinp0>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FAR EASTERN DEPT. STORE'S IN-STORE PROMOTION
TAGS: BEXP, TW
To: n/a
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005